re-eopened negotiations with U.S. Steel after the Corporation had decided not to bid on Geneva.

Ben Fairless, the son of an Ohio coal miner who rose to become board chairman of the nation's leading steel firm, who saw in the "constant growth of population and industrial activity in the far west" a potential "future for the Geneva steel mill."

German-born steel engineer, Walther Mathesius, rightly called "Geneva's most powerful friend" by Fortune Magazine, whose faith in the steel industry of his newly adopted state sustained the campaign.

U.S. Steel's successful bid in 1946 comprised a cash payment and commitment to convert the facilities of the Utah County plant and Pittsburg Works, a sister mill in California, to serve peacetime steel needs. The whole package added up to more than $100 million.

Completed in 1946

The conversion of Geneva's 132-inch semi-countinuous plate mill into a combination plate and strip rolling mill was completed in 1946. This alteration made it possible for Geneva employee to roll hot-rolled strip in coils for shipment to the Pittsburg plant and later finishing into tinplate and galvanized steel products.

From that time until 1960, Geneva steelmakers served western steel markets, mainly on the West Coast, and the economy of Utah Valley from a relatively secure position. The rated steel producing capacity of their plant grew over this period from nearly 1.3 to approximately 2.1 million net tons of ingots.

Additions, Improvemenmts

Such additions and improvements included:

—Addition of a tenth open hearth furnace.

—Enlargement of Geneva original nine open hearth furnaces and the plant's three blast furnaces.

—Construction of the Geneva Pipemill, a modern facility to manufacture large and small diameter steel pipe for oil and gas transmission and water line for agriculture.

HISTORIC DAY AT IRONTON — This year marks the 50th anniversary of the historic occasion in 1923, pictured here, when the iron and steel industry of Utah Valley was born. This picture of ground breaking ceremonies for the Ironton Plant, published for the first time, shows the citizens from Utah County communities who gathered between Provo and Springville for this historic event signalling the start of what eventually was to become the valley's biggest industry.

Recording of the A

Growth and Happe

AND what a history it has been! The pioneers
plains earlier with hand carts and then branched off to t
settlements that grew into the cities and villages that now m
That was back in 1849, when Provo, the oldest city in Ut
established. After that came Lehi, American Fork, Pleasant Gr
Fork, Springville, Alpine, Lindon and Orem. Also Mapleton, Sa
the villages of Cedar Fort, Goshen and Salem.

Business thrived throughout the entire county. Cities grew, e
more and more good crops were harvested year after year.
we enjoy now came, in part by the forsight of those early